

MTD Report to Santa Barbara on City-Assisted Services

**Monthly Report
January 2012**

Prepared by the

Santa Barbara Metropolitan Transit District



February 16, 2012

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MTD Report to Santa Barbara on City-Assisted Services January 2012 Monthly Report

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting several MTD bus routes. This report, prepared pursuant to Agreement No. 23,794, provides the City with data regarding MTD shuttle services in Santa Barbara.

SHUTTLE SERVICES

The City provides a fare-buydown subsidy to MTD for clean and quiet 22-ft. electric shuttle services to meet downtown Santa Barbara traffic-reduction goals.

- *Downtown-Waterfront Shuttle.* The Downtown service operates along State Street from Sola Street to Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard from the harbor to the zoo. The one-way fare is \$0.25. Transfers between State Street and the Waterfront are free.
- *Carrillo Lot Shuttle.* Weekday peak-period service subsidized by the City as an incentive to attract downtown employees to park in the Carrillo commuter lot. The service is free for commuter lot parkers and \$0.25 for other riders.
- *Crosstown Shuttle.* Connects the east and west sides of Santa Barbara with downtown via Cota Street and Micheltorena Street. Also serves the Cota Commuter Lot. The service is free for commuter lot parkers and the standard MTD fare for other riders.

Table 1 presents the ridership of each City-assisted MTD shuttle service for January 2011 and for fiscal year (FY) 2012 to date. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding periods of the previous fiscal year, as well as the percent change in ridership over the previous year. January 2012 and January 2011 both had 20 weekday service days and 11 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on each City-assisted shuttle service in January 2012 and for fiscal year 2012 to date, along with corresponding data from the previous fiscal year for comparison. The table also presents ridership per revenue hour for each route for the current month and the corresponding month of the previous fiscal year.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year Total		Percent Change	
	FY 2012 Jan 2012	FY 2011 Jan 2011	FY 2012 Jul-Jan	FY 2011 Jul-Jan	Current Month	FY To Date
Downtown-Waterfront Shuttle						
State Street	29,891	28,570	262,144	258,570	4.6%	1.4%
East Beach	3,559	4,071	45,883	47,333	-12.6%	-3.1%
West Beach	1,786	1,588	19,353	20,138	12.5%	-3.9%
<i>Downtown-Waterfront Total</i>	<i>35,236</i>	<i>34,229</i>	<i>327,380</i>	<i>326,041</i>	<i>2.9%</i>	<i>0.4%</i>
Commuter Lot Shuttles						
Carrillo Commuter Lot	1,158	889	7,746	6,777	30.3%	14.3%
Crosstown Shuttle	9,942	12,173	79,908	87,629	-18.3%	-8.8%

Source: Santa Barbara Metropolitan Transit District.

TABLE 2
MTD Routes Assisted by Santa Barbara - Revenue Hours

Line	Current Month		Fiscal Year Total		Riders per Hour	
	FY 2012 Jan 2012	FY 2011 Jan 2011	FY 2012 Jul-Jan	FY 2011 Jul-Jan	FY 2012 Jan 2012	FY 2011 Jan 2011
Downtown-Waterfront Shuttle						
State Street	867	867	6,772	6,795	34.5	33.0
East Beach	169	165	1,591	1,585	21.1	24.7
West Beach	83	83	743	755	21.5	19.1
<i>Downtown-Waterfront Total</i>	<i>1,119</i>	<i>1,115</i>	<i>9,106</i>	<i>9,135</i>	<i>31.5</i>	<i>30.7</i>
Commuter Lot Shuttles						
Carrillo Commuter Lot	100	100	728	727	11.6	8.9
Crosstown Shuttle	454	599	3,580	4,352	21.9	20.3

Source: Santa Barbara Metropolitan Transit District.

Downtown-Waterfront Shuttle

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle increased from 34,229 passengers in January 2011 to 35,236 in January 2012. Ridership increased on State Street and decreased on the Waterfront. Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle increased slightly, from 1,115 hours in January 2011 to 1,119 hours in January 2012. Riders per hour increased from 30.7 in January 2011 to 31.5 in January 2012. The service generated \$7,511.75 in fare revenue in January 2011, compared to \$7,729.25 in January 2012.

Downtown-Waterfront Shuttle Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. The tables show that annual ridership during the period has varied from approximately 525,000 to 567,000 passengers.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	95,727	72,007	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684
Aug.	81,304	72,465	79,726	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232
Sep.	57,988	47,600	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034
Oct.	37,818	40,072	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471
Nov.	30,165	36,240	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978
Dec.	31,026	33,443	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745
Jan.	28,609	38,051	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236
Feb.	29,717	34,602	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823	
Mar.	32,001	43,923	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626	
Apr.	32,374	41,452	40,536	38,369	37,411	37,436	38,653	40,821	39,387	41,618	
May	37,358	43,085	43,982	44,240	42,861	43,587	43,347	44,631	44,166	44,456	
Jun.	50,499	56,228	53,482	59,501	55,301	59,194	63,083	54,150	56,535	52,381	
Total	544,586	559,168	566,587	530,381	536,383	525,278	540,183	543,952	539,684	525,945	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	1,838	1,777	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836
Aug.	1,807	1,772	1,801	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766
Sep.	1,192	1,279	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182
Oct.	1,104	1,254	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116
Nov.	973	1,128	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043
Dec.	1,141	1,150	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046
Jan.	1,018	1,168	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119
Feb.	994	1,062	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993	
Mar.	1,028	1,176	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074	
Apr.	1,067	1,182	1,060	1,093	1,109	1,079	1,062	1,065	1,063	1,058	
May	1,181	1,349	1,190	1,227	1,193	1,234	1,297	1,342	1,235	1,218	
Jun.	1,456	1,520	1,655	1,646	1,432	1,685	1,705	1,715	1,707	1,710	
Total	14,799	15,817	15,597	15,223	15,016	14,838	15,200	15,297	15,326	15,190	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	52.1	40.5	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3
Aug.	45.0	40.9	44.3	41.5	42.1	41.5	42.0	45.5	40.5	40.8	38.6
Sep.	48.6	37.2	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1
Oct.	34.3	32.0	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3
Nov.	31.0	32.1	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8
Dec.	27.2	29.1	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3
Jan.	28.1	32.6	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5
Feb.	29.9	32.6	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0	
Mar.	31.1	37.3	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4	
Apr.	30.3	35.1	38.2	35.1	33.7	34.7	36.4	38.3	37.1	39.3	
May	31.6	31.9	37.0	36.1	35.9	35.3	33.4	33.3	35.8	36.5	
Jun.	34.7	37.0	32.3	36.1	38.6	35.1	37.0	31.6	33.1	30.6	
Avg.	36.8	35.4	36.3	34.8	35.7	35.4	35.5	35.6	35.2	34.6	

Source: Santa Barbara Metropolitan Transit District.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas.

The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times.

Because MTD operates the same number of vehicles and approximately the same number of revenue hours annually, the number of trips provided during a typical day has decreased due to the increase in congestion and in the time required for each trip. Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased.

Downtown-Waterfront Shuttle Marketing & Public Information

- Passenger information cards with detachable perforated pocket-sized schedules are distributed at 36 locations along the route, including lodging establishments and the Visitors' Center.
- The shuttle route is featured in all "Santa Barbara Car Free" collateral. Flyers are available on all Amtrak Surfliner trains.
- The "Santa Barbara Car Free" brochure for the MTD's Line 22 service to "Santa Barbara's Highlights" features the Downtown-Waterfront Shuttle as a connection from the beach to Line 22.
- The Downtown-Waterfront Shuttle route is featured on the map in the explore section of Santa Barbara Seasons magazine.
- Partnership website links are provided by "Santa Barbara Car Free," the Santa Barbara Conference & Visitors Bureau and Film Commission, and the Downtown Organization.
- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" produced by the Downtown Organization.
- MTD is an active member of the Santa Barbara Conference & Visitors Bureau and Film Commission, the Santa Barbara Downtown Organization, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.
- The Santa Barbara Region Chamber of Commerce Visitors' Center sells the MTD day pass.

- Amtrak passengers can request two free MTD transfers from the conductor. Caltrans pays MTD for the transfers after they are used.

Carrillo Commuter Lot Shuttle

The Carrillo Lot Shuttle operates on weekday service days only, and operated on 20 days in both January 2012 and January 2011. As shown in Table 1, ridership increased from 889 passengers in January 2011 to 1,786 in January 2012. Revenue hours were unchanged, with 100 hours in both January 2011 and January 2012. The average number of passengers per revenue hour increased from 8.9 in January 2011 to 11.6 in January 2012.

The Carrillo commuter parking lot is generally not filled to capacity. MTD staff will continue to monitor the performance of the service.

Crosstown Shuttle

MTD implemented the Crosstown Shuttle as part of the South Coast Transit Priorities (SCTP) project. The City provides MTD a fare buydown subsidy for Crosstown Shuttle passengers who park in the Cota Street commuter parking lot, and has also provided MTD with capital assistance for the service. Like the Carrillo Lot Shuttle, the Crosstown Shuttle operates on weekday service days only and operated on 20 days in both January 2012 and January 2011.

Table 1 shows that ridership on the Crosstown Shuttle decreased from 12,173 riders in January 2011 to 9,942 in January 2012. As shown in Table 2, due to a change that was implemented in August 2011, Crosstown Shuttle revenue hours decreased significantly. The Crosstown Shuttle provided 599 hours of service in January 2011 and 454 hours in January 2012. While both ridership and revenue hours decreased, the service effectiveness increased from an average of 20.3 passengers per hour in January 2011 to 21.9 in January 2012.

Tables 4A, 4B, and 4C present monthly ridership, revenue hours, and passengers per hour for the Crosstown Shuttle since the implementation of the service in late July 2001.

TABLE 4A: Crosstown Shuttle Ridership

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	155	11,614	13,591	13,156	12,944	14,188	13,883	12,878	14,952	12,234	11,570
Aug.	3,542	11,536	13,420	13,103	14,749	16,169	15,382	12,776	13,291	13,072	13,187
Sep.	3,800	11,649	14,531	13,978	14,273	13,907	12,247	13,694	14,836	13,245	13,514
Oct.	5,089	13,795	14,958	14,538	14,152	15,911	14,801	15,117	16,042	13,303	11,754
Nov.	3,968	11,355	11,088	14,459	13,648	13,625	12,657	10,344	12,607	12,240	10,204
Dec.	4,490	11,469	12,387	13,286	13,301	12,086	10,298	11,939	10,969	11,362	9,737
Jan.	7,389	12,626	12,123	13,078	13,367	13,231	11,125	11,342	9,902	12,173	9,942
Feb.	7,899	11,712	11,347	13,084	12,930	12,503	11,496	11,355	10,690	11,499	
Mar.	9,544	13,514	13,229	16,241	14,662	14,369	12,457	13,669	13,414	14,973	
Apr.	10,579	14,228	13,030	14,508	12,727	13,312	13,457	13,557	12,587	15,019	
May	11,644	14,440	12,532	15,330	15,169	15,052	13,212	12,956	12,448	15,239	
Jun.	9,947	13,219	12,137	14,788	15,378	13,651	12,271	13,228	11,975	13,126	
Total	78,046	151,157	154,373	169,549	167,300	168,004	153,286	152,855	153,713	157,485	

TABLE 4B: Crosstown Shuttle Revenue Hours

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	47	538	536	536	488	557	595	649	672	643	599
Aug.	541	538	512	537	567	647	658	618	611	648	635
Sep.	448	488	512	512	559	591	561	615	614	629	482
Oct.	561	561	561	512	560	649	679	672	643	629	480
Nov.	511	463	439	488	533	591	590	526	555	577	431
Dec.	526	512	536	536	586	587	591	614	614	629	499
Jan.	593	536	512	488	559	620	620	584	555	599	454
Feb.	489	463	463	463	506	561	590	555	555	569	
Mar.	512	512	561	561	613	649	621	643	672	725	
Apr.	537	537	536	512	535	620	649	643	643	629	
May	536	512	488	512	588	650	620	584	585	629	
Jun.	489	513	537	538	589	620	619	643	641	655	
Total	5,790	6,173	6,193	6,195	6,683	7,342	7,393	7,346	7,360	7,561	

TABLE 4C: Crosstown Shuttle Passengers per Hour

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	3.3	21.6	25.4	24.5	26.5	25.5	23.3	19.8	22.3	19.0	19.3
Aug.	6.5	21.4	26.2	24.4	26.0	25.0	23.4	20.7	21.8	20.2	20.8
Sep.	8.5	23.9	28.4	27.3	25.5	23.5	21.8	22.3	24.2	21.1	28.0
Oct.	9.1	24.6	26.7	28.4	25.3	24.5	21.8	22.5	24.9	21.1	24.5
Nov.	7.8	24.5	25.3	29.6	25.6	23.1	21.5	19.7	22.7	21.2	23.7
Dec.	8.5	22.4	23.1	24.8	22.7	20.6	17.4	19.4	17.9	18.1	19.5
Jan.	12.5	23.6	23.7	26.8	23.9	21.3	17.9	19.4	17.8	20.3	21.9
Feb.	16.2	25.3	24.5	28.3	25.6	22.3	19.5	20.5	19.3	20.2	
Mar.	18.6	26.4	23.6	29.0	23.9	22.1	20.1	21.3	20.0	20.7	
Apr.	19.7	26.5	24.3	28.3	23.8	21.5	20.7	21.1	19.6	23.9	
May	21.7	28.2	25.7	29.9	25.8	23.2	21.3	22.2	21.3	24.2	
Jun.	20.3	25.8	22.6	27.5	26.1	22.0	19.8	20.6	18.7	20.0	
Avg.	13.5	24.5	24.9	27.4	25.0	22.9	20.7	20.8	20.9	20.8	

Source: Santa Barbara Metropolitan Transit District.

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**Monthly Report
February 2012**

Prepared by the

Santa Barbara Metropolitan Transit District



March 21, 2012

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SHUTTLE SERVICES

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- *Carrillo Lot Shuttle.* Weekday peak-period service subsidized by the City as an incentive to attract downtown employees to park in the Carrillo commuter lot. The service is free for commuter lot parkers and \$0.25 for other riders.
- *Crosstown Shuttle.* Connects the east and west sides of Santa Barbara with downtown via Cota Street and Micheltorena Street. Also serves the Cota Commuter Lot. The service is free for commuter lot parkers and the standard MTD fare for other riders.

Table 1 presents the ridership of each City-assisted MTD shuttle service for February 2011 and for fiscal year (FY) 2012 to date. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding periods of the previous fiscal year, as well as the percent change in ridership over the previous year. February 2012, a leap year, had 20 weekday service days and 9 weekend service days, while February 2011 had 19 weekday service days and 9 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on each City-assisted shuttle service in February 2012 and for fiscal year 2012 to date, along with corresponding data from the previous fiscal year for comparison. The table also presents ridership per revenue hour for each route for the current month and the corresponding month of the previous fiscal year.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year Total		Percent Change	
	FY 2012 Feb 2012	FY 2011 Feb 2011	FY 2012 Jul-Feb	FY 2011 Jul-Feb	Current Month	FY To Date
Downtown-Waterfront Shuttle						
State Street	28,661	24,069	290,805	282,639	19.1%	2.9%
East Beach	3,982	3,484	49,865	50,817	14.3%	-1.9%
West Beach	1,838	1,270	21,191	21,408	44.7%	-1.0%
<i>Downtown-Waterfront Total</i>	<i>34,481</i>	<i>28,823</i>	<i>361,861</i>	<i>354,864</i>	<i>19.6%</i>	<i>2.0%</i>
Commuter Lot Shuttles						
Carrillo Commuter Lot	1,074	848	8,820	7,625	26.7%	15.7%
Crosstown Shuttle	10,413	11,499	90,321	99,128	-9.4%	-8.9%

Source: Santa Barbara Metropolitan Transit District.

TABLE 2
MTD Routes Assisted by Santa Barbara - Revenue Hours

Line	Current Month		Fiscal Year Total		Riders per Hour	
	FY 2012 Feb 2012	FY 2011 Feb 2011	FY 2012 Jul-Feb	FY 2011 Jul-Feb	FY 2012 Feb 2012	FY 2011 Feb 2011
Downtown-Waterfront Shuttle						
State Street	794	769	7,566	7,564	36.1	31.3
East Beach	158	149	1,749	1,734	25.2	23.4
West Beach	77	75	820	830	23.9	16.9
<i>Downtown-Waterfront Total</i>	<i>1,029</i>	<i>993</i>	<i>10,135</i>	<i>10,128</i>	<i>33.5</i>	<i>29.0</i>
Commuter Lot Shuttles						
Carrillo Commuter Lot	100	95	827	822	10.7	8.9
Crosstown Shuttle	454	569	4,033	4,921	22.9	20.2

Source: Santa Barbara Metropolitan Transit District.

Downtown-Waterfront Shuttle

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle increased from 28,823 passengers in February 2011 to 34,481 in February 2012. Ridership increased on both State Street and the Waterfront. Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle increased from 993 hours in February 2011 to 1,029 hours in February 2012. Riders per hour increased from 29.0 in February 2011 to 33.5 in February 2012. The service generated \$6,306.00 in fare revenue in February 2011, compared to \$7,559.25 in February 2012.

Downtown-Waterfront Shuttle Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. The tables show that annual ridership during the period has varied from approximately 525,000 to 567,000 passengers.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	95,727	72,007	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684
Aug.	81,304	72,465	79,726	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232
Sep.	57,988	47,600	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034
Oct.	37,818	40,072	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471
Nov.	30,165	36,240	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978
Dec.	31,026	33,443	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745
Jan.	28,609	38,051	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236
Feb.	29,717	34,602	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823	34,481
Mar.	32,001	43,923	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626	
Apr.	32,374	41,452	40,536	38,369	37,411	37,436	38,653	40,821	39,387	41,618	
May	37,358	43,085	43,982	44,240	42,861	43,587	43,347	44,631	44,166	44,456	
Jun.	50,499	56,228	53,482	59,501	55,301	59,194	63,083	54,150	56,535	52,381	
Total	544,586	559,168	566,587	530,381	536,383	525,278	540,183	543,952	539,684	525,945	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	1,838	1,777	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836
Aug.	1,807	1,772	1,801	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766
Sep.	1,192	1,279	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182
Oct.	1,104	1,254	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116
Nov.	973	1,128	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043
Dec.	1,141	1,150	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046
Jan.	1,018	1,168	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119
Feb.	994	1,062	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993	1,029
Mar.	1,028	1,176	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074	
Apr.	1,067	1,182	1,060	1,093	1,109	1,079	1,062	1,065	1,063	1,058	
May	1,181	1,349	1,190	1,227	1,193	1,234	1,297	1,342	1,235	1,218	
Jun.	1,456	1,520	1,655	1,646	1,432	1,685	1,705	1,715	1,707	1,710	
Total	14,799	15,817	15,597	15,223	15,016	14,838	15,200	15,297	15,326	15,190	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	52.1	40.5	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3
Aug.	45.0	40.9	44.3	41.5	42.1	41.5	42.0	45.5	40.5	40.8	38.6
Sep.	48.6	37.2	38.5	39.6	37.4	40.5	38.6	42.6	38.8	39.5	38.1
Oct.	34.3	32.0	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3
Nov.	31.0	32.1	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8
Dec.	27.2	29.1	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3
Jan.	28.1	32.6	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5
Feb.	29.9	32.6	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0	33.5
Mar.	31.1	37.3	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4	
Apr.	30.3	35.1	38.2	35.1	33.7	34.7	36.4	38.3	37.1	39.3	
May	31.6	31.9	37.0	36.1	35.9	35.3	33.4	33.3	35.8	36.5	
Jun.	34.7	37.0	32.3	36.1	38.6	35.1	37.0	31.6	33.1	30.6	
Avg.	36.8	35.4	36.3	34.8	35.7	35.4	35.5	35.6	35.2	34.6	

Source: Santa Barbara Metropolitan Transit District.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas.

The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times.

Because MTD operates the same number of vehicles and approximately the same number of revenue hours annually, the number of trips provided during a typical day has decreased due to the increase in congestion and in the time required for each trip. Thus, over the ten-year period, the travel time has increased and the frequency of service has decreased.

Downtown-Waterfront Shuttle Marketing & Public Information

- Passenger information cards with detachable perforated pocket-sized schedules are distributed at 36 locations along the route, including lodging establishments and the Visitors' Center.
- The shuttle route is featured in all "Santa Barbara Car Free" collateral. Flyers are available on all Amtrak Surfliner trains.
- The "Santa Barbara Car Free" brochure for the MTD's Line 22 service to "Santa Barbara's Highlights" features the Downtown-Waterfront Shuttle as a connection from the beach to Line 22.
- The Downtown-Waterfront Shuttle route is featured on the map in the explore section of Santa Barbara Seasons magazine.
- Partnership website links are provided by "Santa Barbara Car Free," the Santa Barbara Conference & Visitors Bureau and Film Commission, and the Downtown Organization.
- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" produced by the Downtown Organization.
- MTD is an active member of the Santa Barbara Conference & Visitors Bureau and Film Commission, the Santa Barbara Downtown Organization, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.
- The Santa Barbara Region Chamber of Commerce Visitors' Center sells the MTD day pass.

- Amtrak passengers can request two free MTD transfers from the conductor. Caltrans pays MTD for the transfers after they are used.

Carrillo Commuter Lot Shuttle

The Carrillo Lot Shuttle operates on weekday service days only, and operated on 20 days in February 2012 and 19 days in February 2011. As shown in Table 1, ridership increased from 848 passengers in February 2011 to 1,074 in February 2012. Revenue hours totaled 95 hours in February 2011, and 100 hours in February 2012. The average number of passengers per revenue hour increased from 8.9 in February 2011 to 10.7 in February 2012.

The Carrillo commuter parking lot is generally not filled to capacity. MTD staff will continue to monitor the performance of the service.

Crosstown Shuttle

MTD implemented the Crosstown Shuttle as part of the South Coast Transit Priorities (SCTP) project. The City provides MTD a fare buydown subsidy for Crosstown Shuttle passengers who park in the Cota Street commuter parking lot, and has also provided MTD with capital assistance for the service. Like the Carrillo Lot Shuttle, the Crosstown Shuttle operates on weekday service days only and operated on 20 days in February 2012 and 19 days February 2011.

Table 1 shows that ridership on the Crosstown Shuttle decreased from 11,499 riders in February 2011 to 10,413 in February 2012. As shown in Table 2, due to a change that was implemented in August 2011, Crosstown Shuttle revenue hours decreased significantly. The Crosstown Shuttle provided 569 hours of service in February 2011 and 454 hours in February 2012. While both ridership and revenue hours decreased, the service effectiveness increased from an average of 20.2 passengers per hour in February 2011 to 22.9 in February 2012.

Tables 4A, 4B, and 4C present monthly ridership, revenue hours, and passengers per hour for the Crosstown Shuttle since the implementation of the service in late July 2001.

TABLE 4A: Crosstown Shuttle Ridership

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	155	11,614	13,591	13,156	12,944	14,188	13,883	12,878	14,952	12,234	11,570
Aug.	3,542	11,536	13,420	13,103	14,749	16,169	15,382	12,776	13,291	13,072	13,187
Sep.	3,800	11,649	14,531	13,978	14,273	13,907	12,247	13,694	14,836	13,245	13,514
Oct.	5,089	13,795	14,958	14,538	14,152	15,911	14,801	15,117	16,042	13,303	11,754
Nov.	3,968	11,355	11,088	14,459	13,648	13,625	12,657	10,344	12,607	12,240	10,204
Dec.	4,490	11,469	12,387	13,286	13,301	12,086	10,298	11,939	10,969	11,362	9,737
Jan.	7,389	12,626	12,123	13,078	13,367	13,231	11,125	11,342	9,902	12,173	9,942
Feb.	7,899	11,712	11,347	13,084	12,930	12,503	11,496	11,355	10,690	11,499	10,413
Mar.	9,544	13,514	13,229	16,241	14,662	14,369	12,457	13,669	13,414	14,973	
Apr.	10,579	14,228	13,030	14,508	12,727	13,312	13,457	13,557	12,587	15,019	
May	11,644	14,440	12,532	15,330	15,169	15,052	13,212	12,956	12,448	15,239	
Jun.	9,947	13,219	12,137	14,788	15,378	13,651	12,271	13,228	11,975	13,126	
Total	78,046	151,157	154,373	169,549	167,300	168,004	153,286	152,855	153,713	157,485	

TABLE 4B: Crosstown Shuttle Revenue Hours

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	47	538	536	536	488	557	595	649	672	643	599
Aug.	541	538	512	537	567	647	658	618	611	648	635
Sep.	448	488	512	512	559	591	561	615	614	629	482
Oct.	561	561	561	512	560	649	679	672	643	629	480
Nov.	511	463	439	488	533	591	590	526	555	577	431
Dec.	526	512	536	536	586	587	591	614	614	629	499
Jan.	593	536	512	488	559	620	620	584	555	599	454
Feb.	489	463	463	463	506	561	590	555	555	569	454
Mar.	512	512	561	561	613	649	621	643	672	725	
Apr.	537	537	536	512	535	620	649	643	643	629	
May	536	512	488	512	588	650	620	584	585	629	
Jun.	489	513	537	538	589	620	619	643	641	655	
Total	5,790	6,173	6,193	6,195	6,683	7,342	7,393	7,346	7,360	7,561	

TABLE 4C: Crosstown Shuttle Passengers per Hour

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	3.3	21.6	25.4	24.5	26.5	25.5	23.3	19.8	22.3	19.0	19.3
Aug.	6.5	21.4	26.2	24.4	26.0	25.0	23.4	20.7	21.8	20.2	20.8
Sep.	8.5	23.9	28.4	27.3	25.5	23.5	21.8	22.3	24.2	21.1	28.0
Oct.	9.1	24.6	26.7	28.4	25.3	24.5	21.8	22.5	24.9	21.1	24.5
Nov.	7.8	24.5	25.3	29.6	25.6	23.1	21.5	19.7	22.7	21.2	23.7
Dec.	8.5	22.4	23.1	24.8	22.7	20.6	17.4	19.4	17.9	18.1	19.5
Jan.	12.5	23.6	23.7	26.8	23.9	21.3	17.9	19.4	17.8	20.3	21.9
Feb.	16.2	25.3	24.5	28.3	25.6	22.3	19.5	20.5	19.3	20.2	22.9
Mar.	18.6	26.4	23.6	29.0	23.9	22.1	20.1	21.3	20.0	20.7	
Apr.	19.7	26.5	24.3	28.3	23.8	21.5	20.7	21.1	19.6	23.9	
May	21.7	28.2	25.7	29.9	25.8	23.2	21.3	22.2	21.3	24.2	
Jun.	20.3	25.8	22.6	27.5	26.1	22.0	19.8	20.6	18.7	20.0	
Avg.	13.5	24.5	24.9	27.4	25.0	22.9	20.7	20.8	20.9	20.8	

Source: Santa Barbara Metropolitan Transit District.

MTD Report to Santa Barbara on City-Assisted Services

**Monthly Report
March 2012**

Prepared by the

Santa Barbara Metropolitan Transit District



April 10, 2012

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MTD Report to Santa Barbara on City-Assisted Services March 2012 Monthly Report

The City of Santa Barbara provides funding to the Santa Barbara Metropolitan Transit District (MTD) to assist in supporting several MTD bus routes. This report, prepared pursuant to Agreement No. 23,794, provides the City with data regarding MTD shuttle services in Santa Barbara.

SHUTTLE SERVICES

The City provides a fare-buydown subsidy to MTD for clean and quiet 22-ft. electric shuttle services to meet downtown Santa Barbara traffic-reduction goals.

- *Downtown-Waterfront Shuttle.* The Downtown service operates along State Street from Sola Street to Cabrillo Boulevard, and the Waterfront service operates along Cabrillo Boulevard from the harbor to the zoo. The one-way fare is \$0.25. Transfers between State Street and the Waterfront are free.
- *Carrillo Lot Shuttle.* Weekday peak-period service subsidized by the City as an incentive to attract downtown employees to park in the Carrillo commuter lot. The service is free for commuter lot parkers and \$0.25 for other riders.
- *Crosstown Shuttle.* Connects the east and west sides of Santa Barbara with downtown via Cota Street and Micheltorena Street. Also serves the Cota Commuter Lot. The service is free for commuter lot parkers and the standard MTD fare for other riders.

Table 1 presents the ridership of each City-assisted MTD shuttle service for March 2011 and for fiscal year (FY) 2012 to date. (The MTD fiscal year runs from July 1 through June 30.) The table also presents ridership for the corresponding periods of the previous fiscal year, as well as the percent change in ridership over the previous year. March 2012 had 22 weekday service days and 9 weekend service days, while March 2011 had 23 weekday service days and 8 weekend service days.

Table 2 shows the number of revenue hours that MTD operated on each City-assisted shuttle service in March 2012 and for fiscal year 2012 to date, along with corresponding data from the previous fiscal year for comparison. The table also presents ridership per revenue hour for each route for the current month and the corresponding month of the previous fiscal year.

TABLE 1
MTD Routes Assisted by Santa Barbara - Ridership

Line	Current Month		Fiscal Year Total		Percent Change	
	FY 2012 Mar 2012	FY 2011 Mar 2011	FY 2012 Jul-Mar	FY 2011 Jul-Mar	Current Month	FY To Date
Downtown-Waterfront Shuttle						
State Street	30,207	27,406	321,012	310,045	10.2%	3.5%
East Beach	4,262	3,846	54,127	54,663	10.8%	-1.0%
West Beach	1,817	1,374	23,008	22,782	32.2%	1.0%
<i>Downtown-Waterfront Total</i>	<i>36,286</i>	<i>32,626</i>	<i>398,147</i>	<i>387,490</i>	<i>11.2%</i>	<i>2.8%</i>
Commuter Lot Shuttles						
Carrillo Commuter Lot	1,171	1,205	9,991	8,830	-2.8%	13.1%
Crosstown Shuttle	11,413	14,973	101,734	114,101	-23.8%	-10.8%

Source: Santa Barbara Metropolitan Transit District.

TABLE 2
MTD Routes Assisted by Santa Barbara - Revenue Hours

Line	Current Month		Fiscal Year Total		Riders per Hour	
	FY 2012 Mar 2012	FY 2011 Mar 2011	FY 2012 Jul-Mar	FY 2011 Jul-Mar	FY 2012 Mar 2012	FY 2011 Mar 2011
Downtown-Waterfront Shuttle						
State Street	837	826	8,403	8,390	36.1	33.2
East Beach	169	165	1,918	1,899	25.2	23.3
West Beach	83	83	903	913	21.9	16.6
<i>Downtown-Waterfront Total</i>	<i>1,089</i>	<i>1,074</i>	<i>11,224</i>	<i>11,202</i>	<i>33.3</i>	<i>30.4</i>
Commuter Lot Shuttles						
Carrillo Commuter Lot	110	114	937	936	10.6	10.6
Crosstown Shuttle	499	725	4,532	5,645	22.9	20.7

Source: Santa Barbara Metropolitan Transit District.

Downtown-Waterfront Shuttle

As shown in Table 1, total ridership on the Downtown-Waterfront Shuttle increased from 32,626 passengers in March 2011 to 36,286 in March 2012. Ridership increased on both State Street and the Waterfront. Table 2 shows that revenue hours operated on the Downtown-Waterfront Shuttle increased slightly from 1,074 hours in March 2011 to 1,089 hours in March 2012. Riders per hour increased from 30.4 in March 2011 to 33.3 in March 2012. The service generated \$7,226.50 in fare revenue in March 2011, compared to \$7,971.75 in March 2012.

Downtown-Waterfront Shuttle Ten-Year Trend

Tables 3A, 3B, and 3C present ten-year Downtown-Waterfront Shuttle trends in ridership, revenue hours, and passengers per revenue hour, respectively. The tables show that annual ridership during the period has varied from approximately 525,000 to 567,000 passengers.

TABLE 3A: Downtown-Waterfront Shuttle Ridership

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	95,727	72,007	78,586	73,895	76,499	73,310	75,727	77,887	78,777	75,620	77,684
Aug.	81,304	72,465	79,726	70,693	71,631	66,978	70,257	82,138	71,549	72,370	68,232
Sep.	57,988	47,600	47,203	48,519	45,410	47,491	45,967	46,286	48,034	46,939	45,034
Oct.	37,818	40,072	45,430	38,690	38,797	36,864	39,422	41,480	37,068	37,584	40,471
Nov.	30,165	36,240	35,899	32,307	34,528	32,350	33,210	33,044	32,677	31,884	28,978
Dec.	31,026	33,443	31,832	30,376	31,672	30,473	30,298	28,375	28,586	27,415	31,745
Jan.	28,609	38,051	36,212	28,900	33,439	30,698	28,370	33,527	32,152	34,229	35,236
Feb.	29,717	34,602	33,550	28,036	34,767	30,898	30,575	27,233	31,372	28,823	34,481
Mar.	32,001	43,923	40,149	36,855	34,067	35,999	41,274	34,380	39,381	32,626	36,286
Apr.	32,374	41,452	40,536	38,369	37,411	37,436	38,653	40,821	39,387	41,618	
May	37,358	43,085	43,982	44,240	42,861	43,587	43,347	44,631	44,166	44,456	
Jun.	50,499	56,228	53,482	59,501	55,301	59,194	63,083	54,150	56,535	52,381	
Total	544,586	559,168	566,587	530,381	536,383	525,278	540,183	543,952	539,684	525,945	

TABLE 3B: Downtown-Waterfront Shuttle Revenue Hours

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	1,838	1,777	1,786	1,754	1,786	1,586	1,682	1,785	1,791	1,830	1,836
Aug.	1,807	1,772	1,801	1,704	1,702	1,615	1,673	1,806	1,765	1,773	1,766
Sep.	1,192	1,279	1,227	1,225	1,214	1,173	1,192	1,086	1,237	1,188	1,182
Oct.	1,104	1,254	1,235	1,137	1,139	1,114	1,122	1,093	1,114	1,100	1,116
Nov.	973	1,128	1,114	1,062	1,058	1,042	1,070	1,072	1,064	1,043	1,043
Dec.	1,141	1,150	1,123	1,084	1,082	1,067	1,105	1,076	1,081	1,088	1,046
Jan.	1,018	1,168	1,176	1,146	1,140	1,119	1,128	1,135	1,155	1,115	1,119
Feb.	994	1,062	1,102	1,026	1,035	1,011	1,043	1,013	1,013	993	1,029
Mar.	1,028	1,176	1,128	1,119	1,126	1,113	1,121	1,109	1,101	1,074	1,089
Apr.	1,067	1,182	1,060	1,093	1,109	1,079	1,062	1,065	1,063	1,058	
May	1,181	1,349	1,190	1,227	1,193	1,234	1,297	1,342	1,235	1,218	
Jun.	1,456	1,520	1,655	1,646	1,432	1,685	1,705	1,715	1,707	1,710	
Total	14,799	15,817	15,597	15,223	15,016	14,838	15,200	15,297	15,326	15,190	

TABLE 3C: Downtown-Waterfront Shuttle Passengers per Hour

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	52.1	40.5	44.0	42.1	42.8	46.2	45.0	43.6	44.0	41.3	42.3
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Oct.	34.3	32.0	36.8	34.0	34.1	33.1	35.1	38.0	33.3	34.2	36.3
Nov.	31.0	32.1	32.2	30.4	32.6	31.0	31.0	30.8	30.7	30.6	27.8
Dec.	27.2	29.1	28.3	28.0	29.3	28.6	27.4	26.4	26.4	25.2	30.3
Jan.	28.1	32.6	30.8	25.2	29.3	27.4	25.2	29.5	27.8	30.7	31.5
Feb.	29.9	32.6	30.4	27.3	33.6	30.6	29.3	26.9	31.0	29.0	33.5
Mar.	31.1	37.3	35.6	32.9	30.3	32.3	36.8	31.0	35.8	30.4	33.3
Apr.	30.3	35.1	38.2	35.1	33.7	34.7	36.4	38.3	37.1	39.3	
May	31.6	31.9	37.0	36.1	35.9	35.3	33.4	33.3	35.8	36.5	
Jun.	34.7	37.0	32.3	36.1	38.6	35.1	37.0	31.6	33.1	30.6	
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Source: Santa Barbara Metropolitan Transit District.

The primary market for the Downtown-Waterfront Shuttle differs from that for a typical public transportation service. In general terms, the primary market for this shuttle service is tourists and local residents who are shopping, dining, sightseeing, or enjoying other recreational activities downtown and on the waterfront. Thus, shuttle ridership is heavily dependent on the convenience of the service and on the number of persons spending leisure time in these areas.

The time required to complete a trip on the Downtown-Waterfront Shuttle has increased over time as traffic congestion has worsened. A round trip on the State Street portion of the service (i.e., from the Dolphin Fountain to Sola Street and back to the Dolphin Fountain), for example, formerly required from 30 to 35 minutes, depending on the season and the time of day. Now, a round trip requires up to 45 minutes at peak times.

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Downtown-Waterfront Shuttle Marketing & Public Information

- Passenger information cards with detachable perforated pocket-sized schedules are distributed at 36 locations along the route, including lodging establishments and the Visitors' Center.
- The shuttle route is featured in all "Santa Barbara Car Free" collateral. Flyers are available on all Amtrak Surfliner trains.
- The "Santa Barbara Car Free" brochure for the MTD's Line 22 service to "Santa Barbara's Highlights" features the Downtown-Waterfront Shuttle as a connection from the beach to Line 22.
- The Downtown-Waterfront Shuttle route is featured on the map in the explore section of Santa Barbara Seasons magazine.
- Partnership website links are provided by "Santa Barbara Car Free," the Santa Barbara Conference & Visitors Bureau and Film Commission, and the Downtown Organization.
- The Downtown-Waterfront Shuttle route is featured in the "Downtown Map & Guide" produced by the Downtown Organization.
- MTD is an active member of the Santa Barbara Conference & Visitors Bureau and Film Commission, the Santa Barbara Downtown Organization, and the Santa Barbara Region Chamber of Commerce, and works with these organizations to publicize the shuttle.
- All Downtown-Waterfront Shuttle vehicles display City of Santa Barbara seals.
- The Santa Barbara Region Chamber of Commerce Visitors' Center sells the MTD day pass.

- Amtrak passengers can request two free MTD transfers from the conductor. Caltrans pays MTD for the transfers after they are used.

Carrillo Commuter Lot Shuttle

The Carrillo Lot Shuttle operates on weekday service days only, and operated on 22 days in March 2012 and 23 days in March 2011. As shown in Table 1, ridership decreased from 1,205 passengers in March 2011 to 1,171 in March 2012. Revenue hours totaled 114 hours in March 2011, and 110 hours in March 2012. The average number of passengers per revenue hour was unchanged, at 10.6 in both March 2011 and March 2012.

The Carrillo commuter parking lot is generally not filled to capacity. MTD staff will continue to monitor the performance of the service.

Crosstown Shuttle

MTD implemented the Crosstown Shuttle as part of the South Coast Transit Priorities (SCTP) project. The City provides MTD a fare buydown subsidy for Crosstown Shuttle passengers who park in the Cota Street commuter parking lot, and has also provided MTD with capital assistance for the service. Like the Carrillo Lot Shuttle, the Crosstown Shuttle operates on weekday service days only and operated on 22 days in March 2012 and 23 days in March 2011.

Table 1 shows that ridership on the Crosstown Shuttle decreased from 14,973 riders in March 2011 to 11,413 in March 2012. As shown in Table 2, due to a change that was implemented in August 2011, Crosstown Shuttle revenue hours decreased significantly. The Crosstown Shuttle provided 725 hours of service in March 2011 and 499 hours in March 2012. While both ridership and revenue hours decreased, the service effectiveness increased from an average of 20.7 passengers per hour in March 2011 to 22.9 in March 2012.

Tables 4A, 4B, and 4C present monthly ridership, revenue hours, and passengers per hour for the Crosstown Shuttle since the implementation of the service in late July 2001.

TABLE 4A: Crosstown Shuttle Ridership

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	155	11,614	13,591	13,156	12,944	14,188	13,883	12,878	14,952	12,234	11,570
Aug.	3,542	11,536	13,420	13,103	14,749	16,169	15,382	12,776	13,291	13,072	13,187
Sep.	3,800	11,649	14,531	13,978	14,273	13,907	12,247	13,694	14,836	13,245	13,514
Oct.	5,089	13,795	14,958	14,538	14,152	15,911	14,801	15,117	16,042	13,303	11,754
Nov.	3,968	11,355	11,088	14,459	13,648	13,625	12,657	10,344	12,607	12,240	10,204
Dec.	4,490	11,469	12,387	13,286	13,301	12,086	10,298	11,939	10,969	11,362	9,737
Jan.	7,389	12,626	12,123	13,078	13,367	13,231	11,125	11,342	9,902	12,173	9,942
Feb.	7,899	11,712	11,347	13,084	12,930	12,503	11,496	11,355	10,690	11,499	10,413
Mar.	9,544	13,514	13,229	16,241	14,662	14,369	12,457	13,669	13,414	14,973	11,413
Apr.	10,579	14,228	13,030	14,508	12,727	13,312	13,457	13,557	12,587	15,019	
May	11,644	14,440	12,532	15,330	15,169	15,052	13,212	12,956	12,448	15,239	
Jun.	9,947	13,219	12,137	14,788	15,378	13,651	12,271	13,228	11,975	13,126	
Total	78,046	151,157	154,373	169,549	167,300	168,004	153,286	152,855	153,713	157,485	

TABLE 4B: Crosstown Shuttle Revenue Hours

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	47	538	536	536	488	557	595	649	672	643	599
Aug.	541	538	512	537	567	647	658	618	611	648	635
Sep.	448	488	512	512	559	591	561	615	614	629	482
Oct.	561	561	561	512	560	649	679	672	643	629	480
Nov.	511	463	439	488	533	591	590	526	555	577	431
Dec.	526	512	536	536	586	587	591	614	614	629	499
Jan.	593	536	512	488	559	620	620	584	555	599	454
Feb.	489	463	463	463	506	561	590	555	555	569	454
Mar.	512	512	561	561	613	649	621	643	672	725	499
Apr.	537	537	536	512	535	620	649	643	643	629	
May	536	512	488	512	588	650	620	584	585	629	
Jun.	489	513	537	538	589	620	619	643	641	655	
Total	5,790	6,173	6,193	6,195	6,683	7,342	7,393	7,346	7,360	7,561	

TABLE 4C: Crosstown Shuttle Passengers per Hour

Month	Fiscal Year										
	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12
Jul.	3.3	21.6	25.4	24.5	26.5	25.5	23.3	19.8	22.3	19.0	19.3
Aug.	6.5	21.4	26.2	24.4	26.0	25.0	23.4	20.7	21.8	20.2	20.8
Sep.	8.5	23.9	28.4	27.3	25.5	23.5	21.8	22.3	24.2	21.1	28.0
Oct.	9.1	24.6	26.7	28.4	25.3	24.5	21.8	22.5	24.9	21.1	24.5
Nov.	7.8	24.5	25.3	29.6	25.6	23.1	21.5	19.7	22.7	21.2	23.7
Dec.	8.5	22.4	23.1	24.8	22.7	20.6	17.4	19.4	17.9	18.1	19.5
Jan.	12.5	23.6	23.7	26.8	23.9	21.3	17.9	19.4	17.8	20.3	21.9
Feb.	16.2	25.3	24.5	28.3	25.6	22.3	19.5	20.5	19.3	20.2	22.9
Mar.	18.6	26.4	23.6	29.0	23.9	22.1	20.1	21.3	20.0	20.7	22.9
Apr.	19.7	26.5	24.3	28.3	23.8	21.5	20.7	21.1	19.6	23.9	
May	21.7	28.2	25.7	29.9	25.8	23.2	21.3	22.2	21.3	24.2	
Jun.	20.3	25.8	22.6	27.5	26.1	22.0	19.8	20.6	18.7	20.0	
Avg.	13.5	24.5	24.9	27.4	25.0	22.9	20.7	20.8	20.9	20.8	

Source: Santa Barbara Metropolitan Transit District.

Crosstown Shuttle, Mesa/SBCC & Line 1 & 2 Enhancement Traffic Mitigation

**Quarter Ending
March 31, 2012**

Prepared by the

Santa Barbara Metropolitan Transit District



April 10, 2012



Traffic Mitigation Quarter Ending March 31, 2012

The Santa Barbara Metropolitan Transit District (MTD), in partnership with the City of Santa Barbara, has implemented several service enhancements in recent years. These enhancements include two new routes, the Crosstown Shuttle and Line 4 - Mesa/SBCC, and enhanced peak-period service on Line 1 - Westside and Line 2 - Eastside.

The City is relying on these MTD service enhancements to provide the traffic mitigation required of the City by the Addendum to the Final Mitigated Negative Declaration for the Granada Garage Project (i.e., 985 average daily trips and 229 peak hour trips). The table below presents the ridership of each of these services during each month of the third quarter of fiscal year (FY) 2012.

For the enhanced service on Lines 1 & 2, the ridership in the table represents the change from the corresponding month of the year prior to implementation of the enhanced service, to the current month. For Line 4 and the Crosstown Shuttle, the ridership represents the entire ridership of the new routes.

Fiscal Year 2012 MTD Enhanced Transit Ridership¹

Period	Change in Total Weekday Average Daily Ridership				Change in P.M. Peak Hour Average Daily Ridership ²			
	Line 1 & 2	Mesa/SBCC	Crosstown	Total	Line 1 & 2	Mesa/SBCC	Crosstown	Total
3rd Quarter								
Jan 2012	96	592	497	1,185	58	114	80	252
Feb 2012	153	753	521	1,427	57	167	80	304
Mar 2012	181	647	519	1,347	57	136	91	284

Note 1: Line 1 & 2 ridership is the change from the corresponding month prior to implementation of the enhanced service.

Mesa/SBCC and Crosstown Shuttle ridership is the entire ridership of the new routes.

Note 2: The City of Santa Barbara P.M. Peak Hour is 4:00 - 6:00 P.M.

Source: Santa Barbara Metropolitan Transit District.